

RUTHERFORD HAS 20 YEAR SERVICE

W. O. RUTHERFORD, vice president in charge of sales of the Goodrich Rubber company, is one of the youngest officials in the automotive industry and at the same time one of the oldest in point of service.

As proof of his extended work in the industry, Mr. Rutherford now proudly wears a Goodrich 20 year service pin. He completed his 20th year this fall and was initiated into the Goodrich 20-Year-Service-Order with 28 other "new" 20 year veterans. Mr. Rutherford worked up to his present position from the ranks, winning each promotion through sheer ability. He entered the employ of the Goodrich company in 1900 in a minor position in the sales department. Later he was sent to Detroit to look after the company's interests in that city, and a year later was promoted to the position of manager of the company's Denver branch. From the west, Mr. Rutherford was called back to the central states and sent to Buffalo, where he had charge of the company's affairs for eight years. In 1910 he was transferred to the home office at Akron, where he was made assistant vice president. In 1912, by executive decree, he was advanced from that position to vice president in charge of sales.

Despite this long service record, Mr. Rutherford is still a young man. He registered in the last draft during the war and is still in the "reserve" of the 30 year mark.

A Baltimore inventor of the umbrella almost created a riot when he used the temerity to appear carrying an umbrella in 1915.



CONVICTS GET \$3.50 A DAY;
SPLIT IT WITH STATE

Nebraska is employing convict labor to build up a system of good roads. Each man receives \$1.50 a day with food and lodging. Of this sum, the state gets half and the man's dependents the remainder. In case the convict has no dependents, he receives his share when released.—Goodrich Travel Bureau.

STEEL SCALES SOLVE AUTO TIRE PROBLEM

The perfecting of the automobile tire has not kept pace with that of the automobile engine as most motorists know," said Fred Lazsany, of the Lee Tire Co., of El Paso.

Ten years ago 50 percent of the car owner's delay and stops were due to engine trouble. At the present time 50 percent of the automobile hazards are due to tire trouble.

The universal use of the automobile, especially when the owner is his own chauffeur has brought out the latest ingenuity which sooner or later crops out in the average American.

Tinkering with your own "boat" has become a national pastime. "Everybody who runs a car either knows or has in view a little device of his own."

But of all the problems this side of a hernia the tire causes the most complexity. How many have wrestled with the problem of making the tire immune from nails, glass and the perils of the road.

Artifices to make a tire puncture-proof have plagued the patent office at Washington for years. Most of these patents, some ingenious, many mere nightmare inventions, while they render a tire more or less secure from puncture, they hamper the utility of the air chamber or inner tube to such a degree as to destroy the tire's resiliency. In fact, they make each hard riding that they might just as well equip his wheels with solid rubber tires and be done with it.

The many schemes advanced to make the puncture obsolete would fill a library to say nothing of the ideas "cooked" up by the motorist's brain. The use of whalebone strips encircling the tube was an early suggestion. In fact, this was also advocated. Then came the idea of using sections of wire. The use of fillers only partly solved the problem. One inventor got out a patent for a filler compounded of compressed feathers and glue. The use of this could be easily greeted with a billiard of sticky feathers in the event of a blowout.

Some inventors devised schemes to render the tire itself resistant, irrespective of what might penetrate the tire. The self-healing tube has had its adherents. Another tube reinforced with fabric reduced the air chamber to such an extent as to render the tire only semi-resilient.

The only widely marketed puncture-proof tire and one which seems to have stood the test through several years of service on cars and trucks has three thicknesses of small steel discs embedded in rubberized fabric near the greatest circumference of the carcass. These discs are said so that they prevent penetration at any point. Constant users of this ingenious tire have found that it rides with double the ease of an armor plate and that all the resilient qualities of the pneumatic tire are retained. In the older forms of puncture-proof tires the material is increased weight of the carcass, proofing was a drawback. In the tire just described this disadvantage has been practically eliminated as the steel scales only increase the weight of the most frequently used class of tires from 2 to 2½ pounds.

PACKARD MOTOR COMPANY LOCATES ON TEXAS STREET

The latest entrant to El Paso's automobile row is the El Paso Packard Motor company with the southwestern distributing agency for the Packard twin and single six-passenger cars and Packard trucks. The new company is composed of A. R. Tatum, E. U. Mason and Ed Dugan. Mr. Tatum is a well-known west Texas, the son of M. W. Tatum, cotton merchant. Mr. Mason was formerly manager for the Watkins Motor company of this city when they had the Packard agency. Mr. Dugan for the past 15 years has been chief mechanic of the city of El Paso. They have leased the storefront and service department at 61 Texas street.

OVERLOADED TRUCKS BARRIED.
Overloaded trucks which break down the highways are lucky to get by over Pennsylvania roads. Inspectors provided with odometers, or jack scales, are stationed along the highways and whenever they see a truck with a conspicuously heavy load they make it stop and be weighed. Fines ranging from \$25 to \$100 are imposed on offenders.

Although South America is twice as large as Europe, the line of Europe and Europe is landlocked on one side, the European coast line is greater than that of the other two continents combined.

TIRE CHANGE IN 11 MINUTES IS NEW RECORD

D. C. Booth, manager of the Quick tire service of El Paso, staged a race against time in tire changing this week. One of the vice presidents of a bank of El Paso purchased an Oldsmobile sedan. He wanted the Quick tire service and ordered five of this brand to be put on his new car as quickly as possible. Booth, Diego Medina, Roy Corfield and George Davis grabbed five cord tires, hopped into one of the service cars and changed the tires on all four wheels and hung on a spare, returning to the company's showroom just eleven minutes after having left it. Manager Booth claims this as a record in tire changing.

TO SIGN ALL ROADS THAT ENTER EL PASO

All roads leading into El Paso will be signed by the Automobile Club of Southern California. Plans are under way by president A. J. Strayer and directors of the El Paso Automobile club to have the roads signed.

Harry Lock, road map publisher of Los Angeles, told the directors he would sign all roads into the city from the west and north with its signs if the club would sign the roads from the east. The club, he said, would sign the roads, furnish data for the signs and even pay for the signs.

He said the various towns in Arizona, west of here were enthusiastic about the plan. The directors of the club thought the club should also see that signs are placed east of here as soon as possible, too.

The directors decided to continue the semi-weekly dances of the club about the attendance warrants. President Strayer will place a big card over the orchestra showing just what will be played for each dance number—whether it will be a one-step, waltz or fox-trot, so dancers can choose their partners in advance.

CALIFORNIA STATE CARS WILL USE SAMSON TIRES

George Logan, president of the United Motor Supply company, southwestern distributor for the Samson tire of California, has awarded the contract to the Samson tire factory to equip all the state's official automobiles. It also stated that this award had been made after an exhaustive test of many different makes.

OVERSTREET TO LOCATE AS DISTRIBUTOR IN FORT WORTH

Bob Overstreet, factory representative of the Hup Motor Co., well known to many El Paso auto dealers, announced this week while visiting the Motor Car Sales Co., of El Paso, that he will shortly take charge of the Fort Worth district Hup distributor. Mr. Overstreet will be succeeded by L. T. Allen, who accompanied Mr. Overstreet on his last trip through the El Paso district.

PEOPLE IN ENGLAND RIDE IN BATHTUB TAXICABS

In England, "bathtubs" are now being used as taxicabs. Of course the "tubs" are not of the ordinary variety. They are motorized with closed-in enclosures in which the passengers ride protected from cold winds and driving rain. Lower fares are charged than by ordinary taxis and the tubs are gaining in popularity.—Goodrich Travel Bureau.

BETTER ROADS INCREASE LAND VALUES IN MO.

Good roads raise land values to almost unbelievable heights and noteworthy examples are to be found to prove this assertion. One instance of great land value increases which lately came to light was called to the attention of C. D. Peet, sales manager of Napoleon Motors company.

Down in Mississippi county, Missouri, said Mr. Peet, "I found the people obsessed with the idea of building up the roads system. The county is one of the most fertile and one of the richest territories of Missouri. Through its road system land in the county has been increased in value from \$50 to \$100 per acre, and in townships three or four times that amount. Mississippi county is one of the banner counties of Missouri in good roads work and rapidly growing to be an example for other counties of the state. It will, in fact, when known to the counties of other states, be a model to go by. The county is now working on plans for three direct lines of trunk roads, of which the first is already completed. In July, 1917, the county voted \$150,000 to build gravel roads and was the first county to vote bonds under the Hawes road law. The vote was 700 yeas and 100 nays. The campaign by 5 to 1, but war conditions then delayed start of road building."

It was in 1919 that a party of men who had graduated to the county from Indiana entered into the road movement and the county was organized against gravel roads because of their existing qualities being inferior to concrete. Their work was not at all through much more money was needed. The extra amount was largely raised by popular subscription. Land owners along the line of the road and more money was needed. The county entered into the subscription. Now it is reported that Mississippi county was almost 100 per cent for amendment No. 8 to the state constitution to make continuation of good roads building certain."

AUTO-GRAPHS

ROBERT JOHN PRITCHARD came to El Paso three and one-half years ago, and entered on his official duties as manager of the automotive trades and highway department of the chamber of commerce. Mr. Pritchard was born on the south coast of England, but came into this world an American as his parents were American citizens and were only sojourners in England.

He was graduated at the State Normal college, Phoenix, and entered a career as a newspaper man, and has worked on several southwestern dailies.

Mr. Pritchard is married and has a son in cheer him up after the day's work is over. He is big booster for El Paso and its promising future.

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The man who starts out to get the utmost for his money in a five-passenger motor car, will be driven to the good Maxwell by sheer force of logic and facts.

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A Christmas Message

Anticipating the Holiday Season

THERE is now en route to El Paso the largest shipment of Buick inclosed cars—Coupes and Sedans—ever sent out of the Buick factory to any Buick dealer, distributor or branch.

WE ARE ANTICIPATING THAT MANY MORE HUSBANDS AND FATHERS, THAN IN PREVIOUS YEARS, WILL WELCOME THE SUGGESTION OF TAKING ONE OF THEIR LOVED ONES TO THE FRONT DOOR CHRISTMAS MORNING AND POINTING TO A BUICK INCLOSED CAR STANDING AT THE CURB, SAY: "THERE IS MY GIFT TO YOU."

Models of the inclosed Buicks are now on our salesroom floor. We want you to stop in and make your selection. The delivery of the car will be made at your door Christmas morning.

It is with something of pride that we herald forth this announcement. You can make your plans accordingly. We will have for Christmas delivery every inclosed model manufactured by the Buick Motor Company. You will not have to wait for the Automobile Show to get an eyefull of beauty.

The arrival of this shipment is guaranteed for Christmas delivery and orders for the model of your choice may now be placed with the assurance the car will be delivered at the time desired.

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THIS TABLE IS 40% OFF LIST PRICE

Size	Plain Tread	Non-Skid	Extra Heavy Red Tube Guar- anteed for One Year
30x3	\$11.97	\$13.29	\$2.46
30x3½	14.28	15.87	3.03
31x4	19.92	22.94	3.96
32x4½	17.00	18.90	3.32
32x4	22.11	25.26	4.05
33x4	24.00	26.49	4.20
34x4	24.36	27.06	4.26
34x4½	32.57	35.94	5.37
35x4	27.00	29.04	5.02
33x4½	31.35	34.83	5.25
35x4½	33.61	37.56	5.52
37x4½	39.12	41.88	5.91
35x5	39.84	44.10	6.30
36x5	43.38	48.48	6.57
37x5	45.27	48.74	6.75

These are pre-war prices and we guarantee them against decline for eight months from this date.

The motorists of El Paso and vicinity are quick to recognize an unusual bargain like this one. Orders have poured in on us. Heavy trucks have been made in our stock and we advise immediate action if you want to equip your car with one of the highest grade make of tires in the Southwest, at almost one-half price.

If we still have your size, it is your good luck. When you buy a SAMSON 8000 MILE tire your GUARANTEE IS IN WRITING. You likewise get 33 1/3% more actual mileage than in any other tire guaranteeing only 5000 or 6000 miles.

Out-of-town orders given prompt attention. Enclose check for \$2.00, specifying lot and tire choice (Plain or Non-Skid). Balance C. O. D. on arrival and inspection.

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What Do You Know About the Two-Power-Range Eight?

Is it possible that there are some people who do not understand the operation of the Two-Power-Range feature of the PEERLESS EIGHT?

As the result of a specially designed carburetor the Peerless motor provides two separate and distinct power ranges. The first, or "Leaving Range," is generously ample for every type of performance required in every day driving and is noted for an unusually quiet, even flow of power and an almost instantaneous pick-up while still consuming only half rations of fuel. The second, or "Sporting Range," provides the power far in excess of all ordinary demands, capable of any speed the driver would dare or any climb for which roadway has been built. It is this dormant power of the Peerless Eight, waiting at all times to be called into instant action, upon which the driver can rely in an emergency to take him out of the "tight places" and avoid accident or possible loss of life.

We want you to know something about the eight-cylinder motor of the Peerless car. Perhaps you would rather we show you than tell you about it?

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FASHION, recognizing the superior usefulness and comfort of this type of automobile, dictates the sedan. Keen buying judgment dictates Oldsmobile Eight."

Everything that can be desired for either business or social use is incorporated in this very roomy seven passenger model. The distinguished richness of the exterior is repeated in the deep, luxurious upholstery and in the many thoughtful refinements. Such conveniences as the silent, easily operated window lifting device, the perfectly controlled heating register and the distinctive lighting arrangements are typical of its refinements.

The desirability of this car is doubled when it is considered that it is built on the famous standard Oldsmobile "A" chassis.

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